

FIG. 2

BUILD SIMILAR ITEMS TABLE

100
RETRIEVE PURCHASE HISTORIES FOR ALL CUSTOMERS

102
GENERATE TEMPORARY TABLE MAPPING CUSTOMERS TO PURCHASED ITEMS

102A

CUSTOMER	PURCHASED ITEMS
USER_A	ITEM_A ITEM_C ...
USER_B	ITEM_C ITEM_D ...
⋮	⋮

104
GENERATE TEMPORARY TABLE MAPPING PURCHASED ITEMS TO CUSTOMERS

104A

ITEM	CUSTOMERS WHO PURCHASED ITEM
ITEM_A	USER_B, USER_D...
ITEM_B	USER_A, USER_F...
⋮	⋮

106
IDENTIFY POPULAR ITEMS

108
FOR EACH (POPULAR_ITEM, OTHER_ITEM) PAIR, COUNT NUMBER OF CUSTOMERS IN COMMON

108A

POPULAR_ITEM \ OTHER_ITEM	OTHER_ITEM		
	ITEM_A	ITEM_B	...
POPULAR_A	2	70	...
POPULAR_B	35	0	
⋮			

110
COMPUTE COMMONALITY INDEXES

112
SORT OTHER_ITEMS LISTS

114
FILTER OTHER_ITEMS LISTS

116
TRUNCATE OTHER_ITEMS LISTS AND STORE IN TABLE

FIG. 3

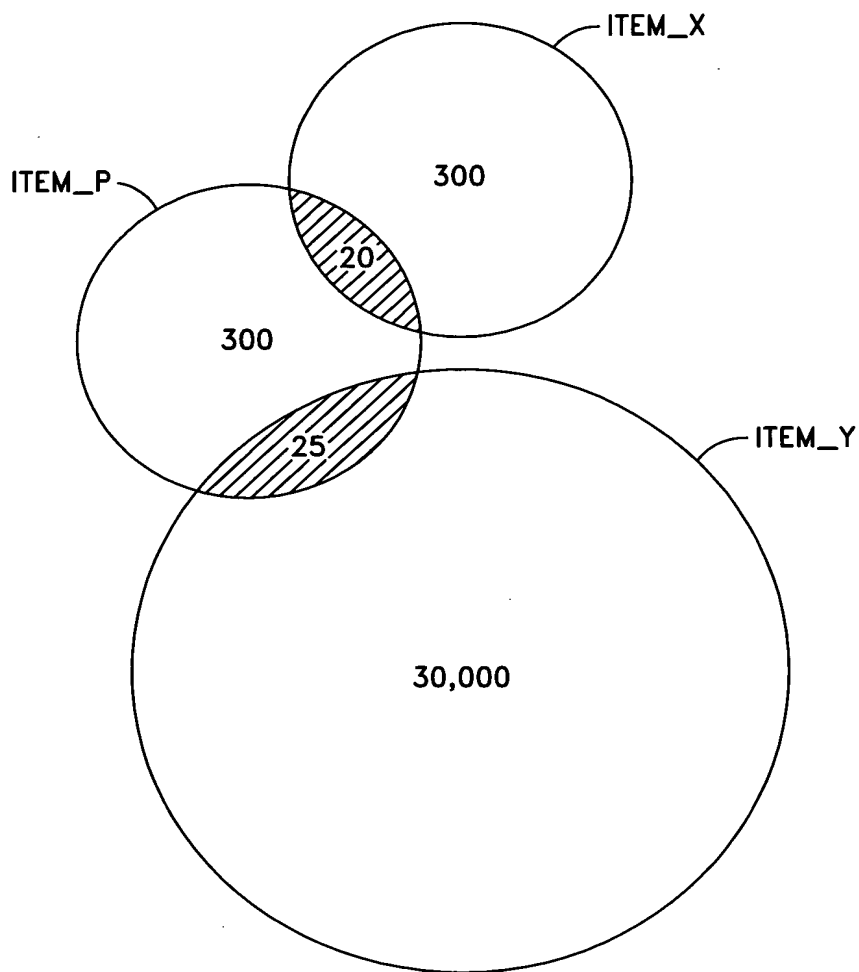


FIG. 4

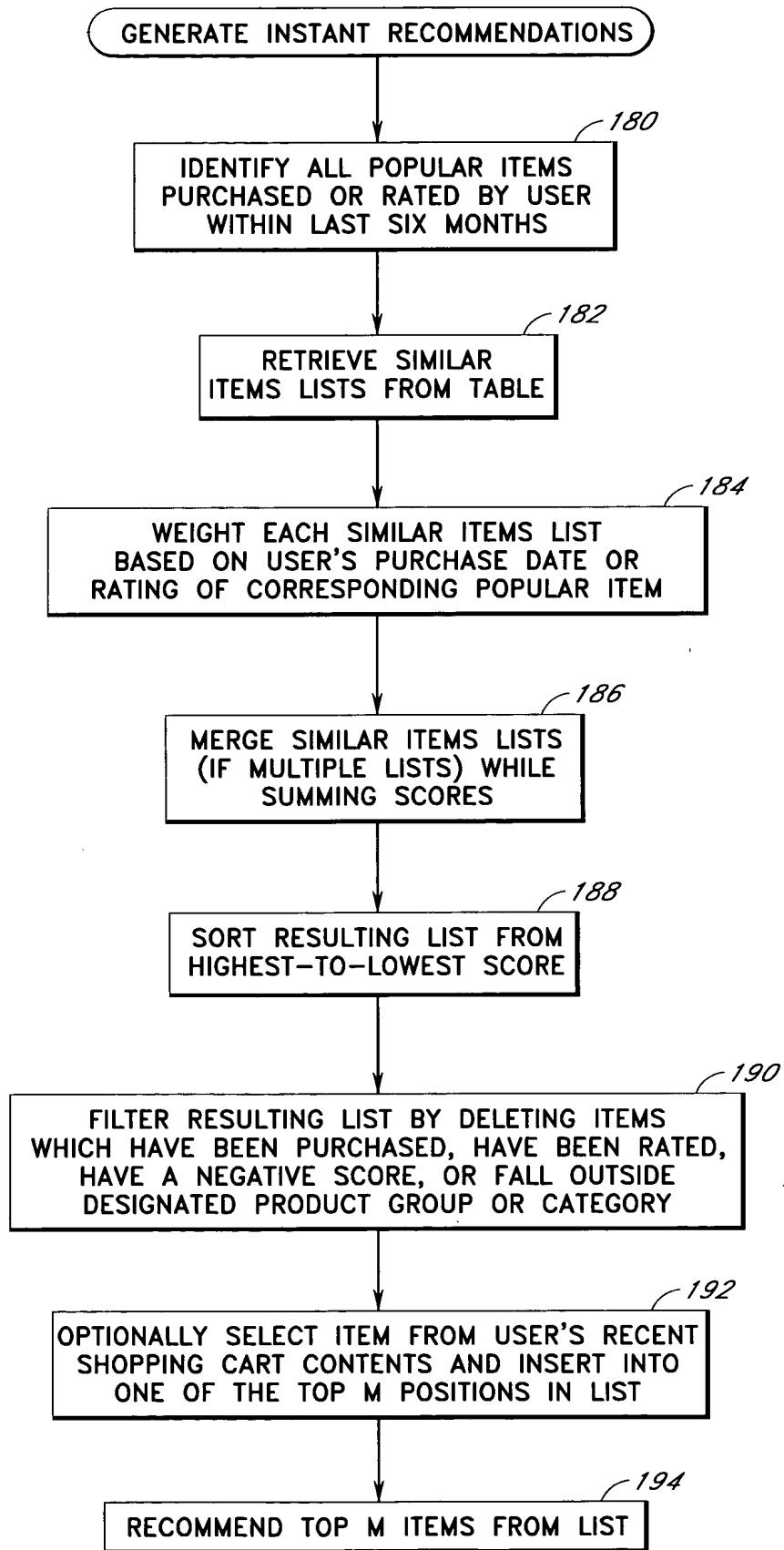


FIG. 5

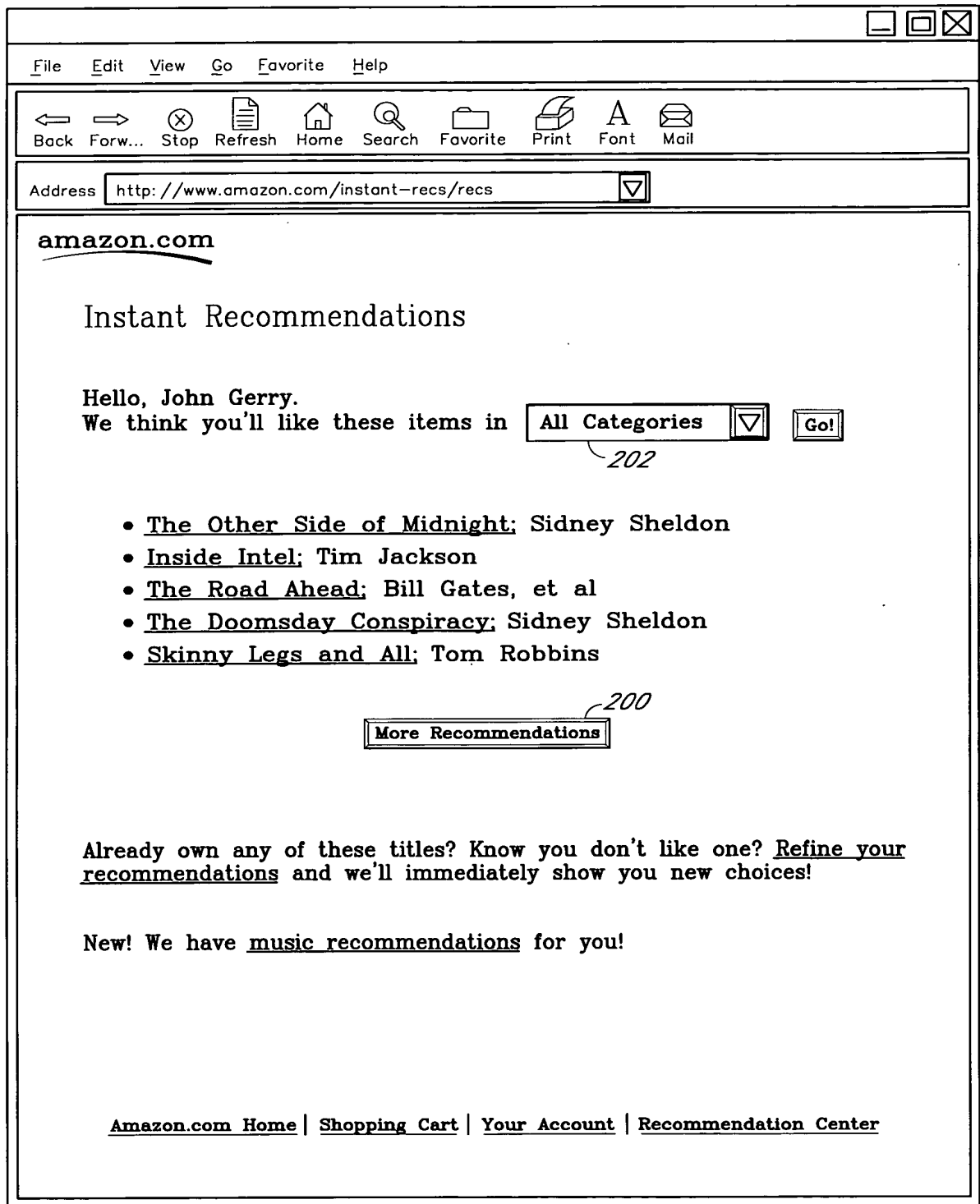


FIG. 6

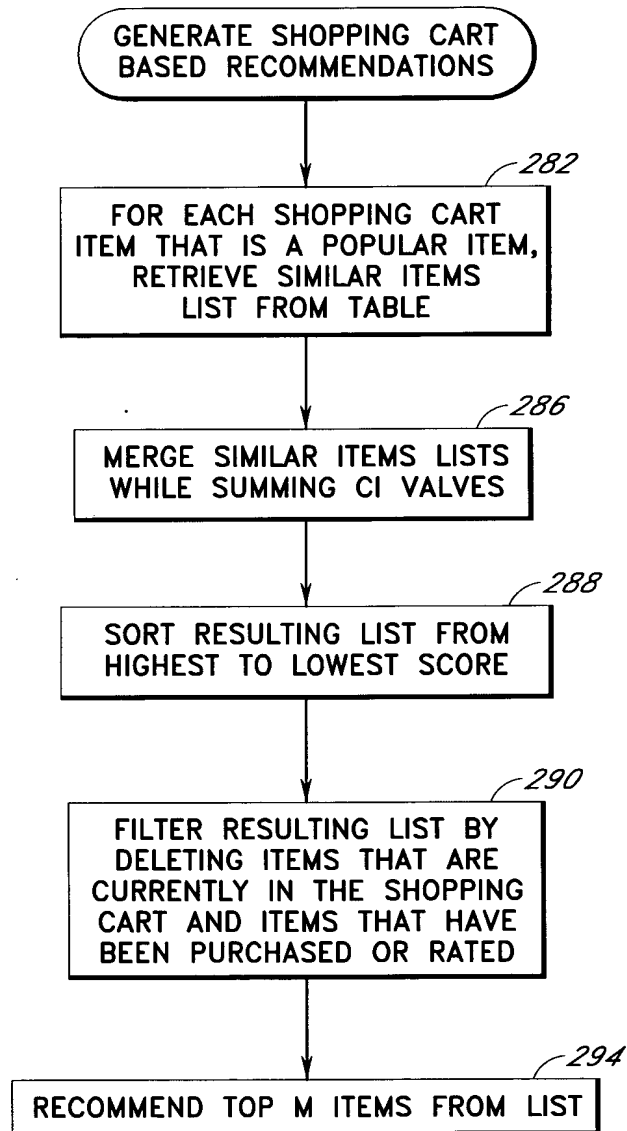


FIG. 7